

Introduction Ro-ràdh

The branding of ScotRail stations requires careful consideration. Along with the rolling stock, the hundreds of stations throughout the country are the most visible elements of Scotland's rail network.

However, unlike other elements, the focus is not on the core mark – it's on the colour palette. A thoughtful and consistent use of colour will not only enhance the customer experience, and make stations safer and more friendly places to be, it will also reinforce the ScotRail brand.



Colour palette Raon dhathan

The colour palette for use in ScotRail stations is based on the core colours of the ScotRail identity. The range has been restricted to just five colours to encourage a consistent look across the network.

Listed stations

Some stations in Scotland are listed by local authorities as buildings of historic importance. It is important to consult the relevant local planning office before applying the new ScotRail colour palette. Local regulations relating to conservation areas may also apply.

Other stations are painted in particular colour schemes simply by tradition. We recommend that where no local authority restrictions apply, the ScotRail colours should take preference over 'traditional' colour schemes. However, 'line of route' considerations should also be taken into account. Where local authority rules apply to some stations on a route (eg, West Highland Line), it may be desirable and consistent to apply the same colour scheme to all stations.

Paint colours

Paint colours are quoted by RAL numbers. Manufacturers may use different names for a given colour. To ensure the correct paint, always quote the RAL code. Special products may be required for certain applications (eg, rough-sawn timber treatments, anti-climb paints, anti-graffiti paints, etc).



Safety and accessibility Sabhailteachd is Ruigsinneachd

Although the appearance of stations is important, these principles have been devised with passenger safety as a priority:

- Exit routes must be clearly defined
- All safety items (eg, handrails) must have visual standout
- Potential obstructions (eg, clear panels, columns) must be clearly visible
- Information must be clear, legible and unambiguous

Transparent obstacles

To aid the visually impaired, transparent obstacles on or along the main routes used by passengers, consisting of glass doors or transparent walls, must be marked with a solid band. measuring 150mm, at a height of 1500mm. The solid bar must contrast with the background visible through the panel. Using a band similar to the one below is a good way of reinforcing the ScotRail brand. It's created by placing the 'vignetted dots' graphic (as a 70% tint of ScotRail blue) on a solid ScotRail blue background.



Handrails

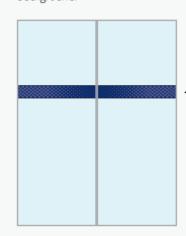
For visual stand-out, handrails

must contrast with both the

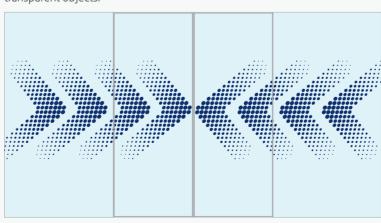
surrounding wall colours and

the rest of the structure

(eg, footbridge, barrier).

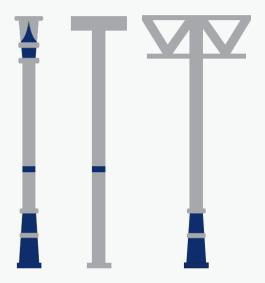


Our ScotRail Saltire (see page 10) can also be used to highlight transparent objects.



Columns

Where columns or poles are placed on main pedestrian routes, they should contrast with the background colour and must have, as a minimum, a contrasting horizontal band 150mm wide placed at a height of approx 1500mm.



Walls (Interior & Exterior)

Walls should not have glossy surfaces. They must be in a colour that contrasts with the floor, so boundaries are clearly visible.

Many elements of station design will be governed by legislation related to access and safety. It will be the responsibility of the contractor to ensure their interpretation of our guidelines, and the final design, satisfies the relevant regulations.

Buildings | Doors and windows Togalaichean | Dorsan agus uinneagan

There are more than 300 ScotRail stations in Scotland – and every one is different.

These guidelines don't provide detailed branding instructions for every station.

Instead, they set out a series of basic principles that, when applied, will help create a consistent look throughout the network.

Doors

Clearly marked entrances and exits are essential for customers, aiding day-to-day navigation and helping quick and safe evacuation in the event of emergencies.

We recommend a clear distinction between doors that are used by customers and doors that are used only by staff.

Customer doorways

Door – ScotRail blue Frames/architraves – Pure white



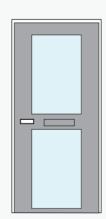




Disused/industrial doorways/staff only

Door – Telegrey Frames/architraves – Pure white

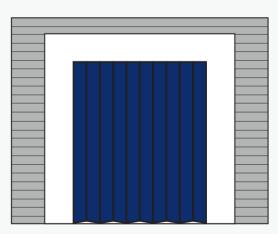






Lifts*

Lift guard doors and sliding gates – ScotRail blue Frames – Pure white



Buildings | Doors and windows Togalaichean | Dorsan agus uinneagan

The predominantly white colour scheme for windows has been devised to be clean and simple, and to give a bright and airy impression. White is also readily available for modern, prefabricated window units for use in new/refurbished stations.

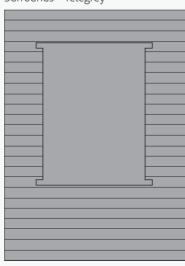
Windows

Frames – Pure white Surrounds – Pure white Sills – Pure white



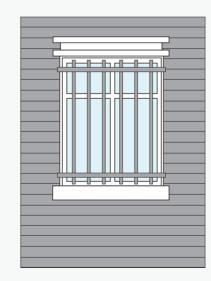
Disused windows

Board – Telegrey Surrounds – Telegrey



Security windows

Bars – Telegrey



Boarded glass windows Board – Telegrey

Frames – Pure white



Buildings | Exterior walls Togalaichean | Ballachan Taobh a-muigh

Stations in Scotland have been constructed in a wide variety of materials, from brick and stone, to wood, glass and steel – and will continue to be so in the future.

External surfaces are painted or left in their natural state. As a result, there is no single principle that can be applied to all stations.

The final colour scheme will be determined by the characteristics of the station. For example, a large featureless wall will appear less dominant if finished in Telegrey, rather than the darker Pigeon blue.



Buildings | Columns and supports Togalaichean | Colbhan agus tacsan

Where possible, columns and supports should be left unpainted to minimise the need for regular maintenance.

Leaving columns unpainted is particularly practical in modern or new stations, where the base metal and/or factory finish of columns is a good approximation for Telegrey (eg, galvanised steel).

In situations where the base metal must be painted, please follow the colour guidelines opposite.

When columns and supports obstruct main pedestrian routes (see examples a and b), they must have, as a minimum, a contrasting horizontal band 150mm wide placed at a height of approximately 1500mm to aid visibility.

Columns

Column shaft:

Telegrey or unpainted

Column base:

ScotRail blue or Telegrey or unpainted

Column detail: (incl 150mm band)

ScotRail blue

Decorative cap:

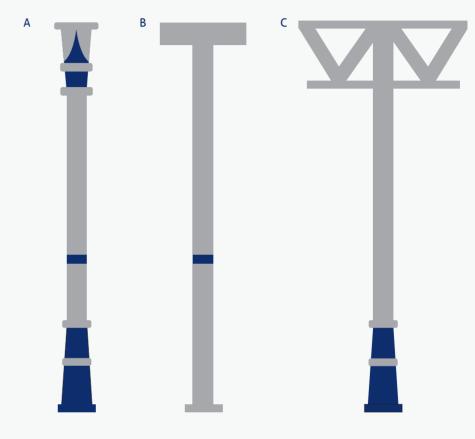
ScotRail blue

Decorative detailing:

Telegrey

Secondary detailing:

Pure white or Pigeon blue



Brackets

Bracket:

ScotRail blue

Detailing:

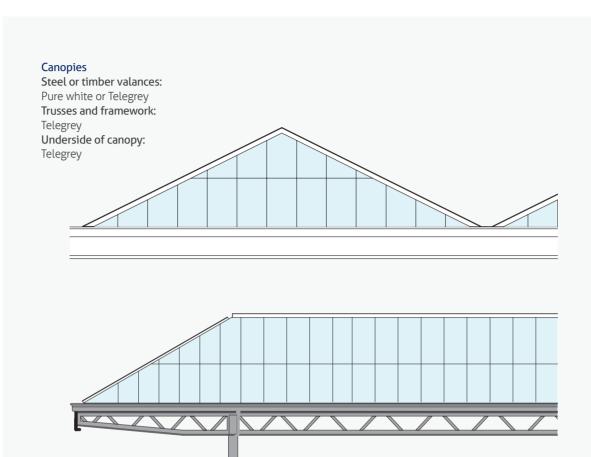
Telegrey

Secondary detailing:

Pure white or Pigeon blue

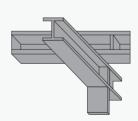


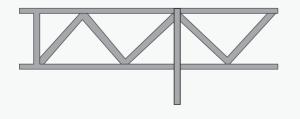
Buildings | Other items Togalaichean | Nithean eile



Exposed steelwork, beams, etc

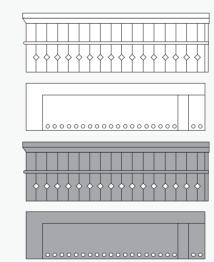
ScotRail blue, Telegrey or Pure white





Bargeboards, fascia and soffits

Pure white



Downpipes/Gutters

Downpipes:

Telegrey

Downpipe on columns:

Match background

Downpipes on painted walls:

Match background

Rhones/gutters:

Telegrey

Underside of canopy:

Telegrey





Building interiors | Principles Taobh a-staigh thogalaichean | Prionnsapalan

Station interiors are designed to be light and airy, and to have a calming effect on customers.

The use of a ScotRail blue coating is not advised for anything other than customer doors. However, a contrasting, dark floor covering is recommended so that the boundaries of the room are clearly visible. When large quantities of carpet are required, it may be practical to specially commission a design using the principles laid out in The Identity section.

Walls: Papyrus white Ceilings: Pure white Skirting: Pure white Picture rails and dado rails: Pure white

Windows frames: Pure white Window surrounds and sills: Pure white

Conduit pipes, etc: Match background Security bars: Telegrey

Customer doors (including toilet

doors): ScotRail blue Staff doors: Telegrey

Disused/industrial doors: Telegrey
Door surrounds: Pure white



Platform furniture | Principles Àirneis platfoirm | Prionnsapalan

These principles have been developed to keep initial painting and ongoing maintenance to a minimum.

The base colour of Telegrey has been recommended because it matches the silver/grey factory finish (brushed steel, galvanised steel) of many common items of platform furniture. As a result, painting will not always be necessary. In fact, an unpainted finish is recommended. Colour is used only for detailing and to improve visibility.

Lamp columns and signposts

Where possible, columns and posts should be left unpainted. This minimises the need for regular maintenance and is particularly practical in modern or new stations, where the base metal and/or factory finish of columns and posts is a good approximation for Telegrey (eg, galvanised steel).

In situations where the base metal must be painted, please follow the colour guidelines opposite.

When columns and posts are placed on main pedestrian routes, they must have, as a minimum, a contrasting horizontal band 150mm wide placed at a height of approximately 1500mm to aid visibility.

Column base: Unpainted or (on surfaces requiring paint): ScotRail blue or Telegrey

Column detail (incl 150mm band):

ScotRail blue Column shaft:

Unpainted or (on surfaces requiring paint) Telegrey

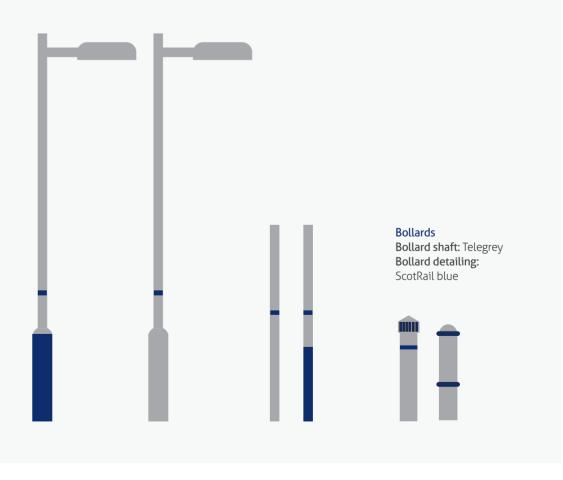
Decorative Cap: ScotRail blue

Decorative detailing:

Telegrey

Secondary detailing:

Pure white or Pigeon blue



Platform furniture | Principles Àirneis platfoirm | Prionnsapalan

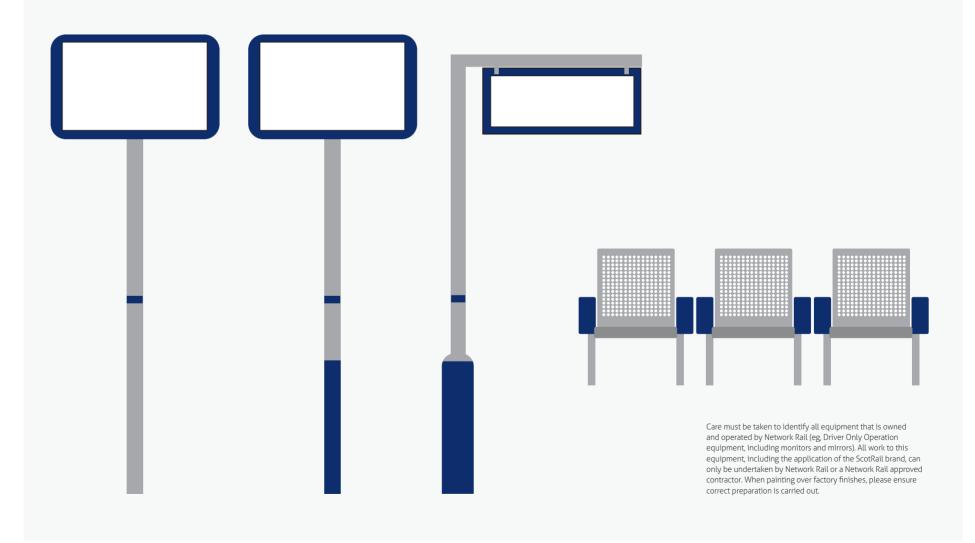
Monitors

Post shaft: Unpainted or (on surfaces requiring paint) Telegrey Post base: Unpainted or (on surfaces requiring paint)
ScotRail blue or Telegrey Post detail: (incl 150mm band):
ScotRail blue Indicator/clock surround:
ScotRail blue (or leave unpainted)
TV monitor surround: ScotRail blue (or leave unpainted)
Loudspeakers: Telegrey
(or match background colour)

Platform seating

New seating should be supplied by the manufacturer with a bare stainless steel finish. Contrasting arm rests are required and, where possible, should be specified in ScotRail blue.

All other painted metal and wooden bench seating will be phased out over time. The exception is platform seating at some historic stations. Here, advice should be sought from the relevant local planning office.



Infrastructure | Principles Bun-structar | Prionnsapalan

'Infrastructure' is the term we have used to cover all permanent features in the station environment that don't form part of the 'bricks and mortar' fabric of the buildings – but are not contained within the section dealing with smaller items of platform furniture.

Infrastructure includes such items as shelters, footbridges, railings and fencing.

Generally speaking, the principles that apply to the station buildings, and the furniture and fittings, will also apply to the surrounding infrastructure. A core palette of four colours (ScotRail blue, Telegrey, Pure White and Pigeon blue) is used in a way to aid accessibility and safety, and to minimise initial painting and ongoing maintenance.

Railings and fences

It is not necessary to paint railings and fencing when the factory finish (eg, galvanised steel) does not require a further coating and when the supplied colour is a good match for the ScotRail colour palette. In most cases, this is likely to be silver-grey.

However, when the railings incorporate a handrail – or feature a horizontal bar that could be used as such – the handrail must be painted in a contrasting colour (eg, ScotRail blue) in a non-glossy finish.

Railings

Uprights: Telegrey or factory finish (silver/grey) Handrail: ScotRail blue

Detailing: ScotRail blue



Fencing

Uprights:

Telegrey or factory finish (silver/grey)

Detailing: ScotRail blue (including bar used as handrail)

Fence supports:

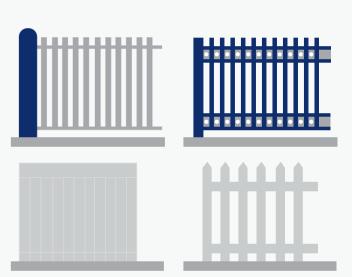
Telegrey or ScotRail blue

Gates: Telegrey
Gate posts:

Telegrey or ScotRail Blue

Wooden fencing:

Telegrey



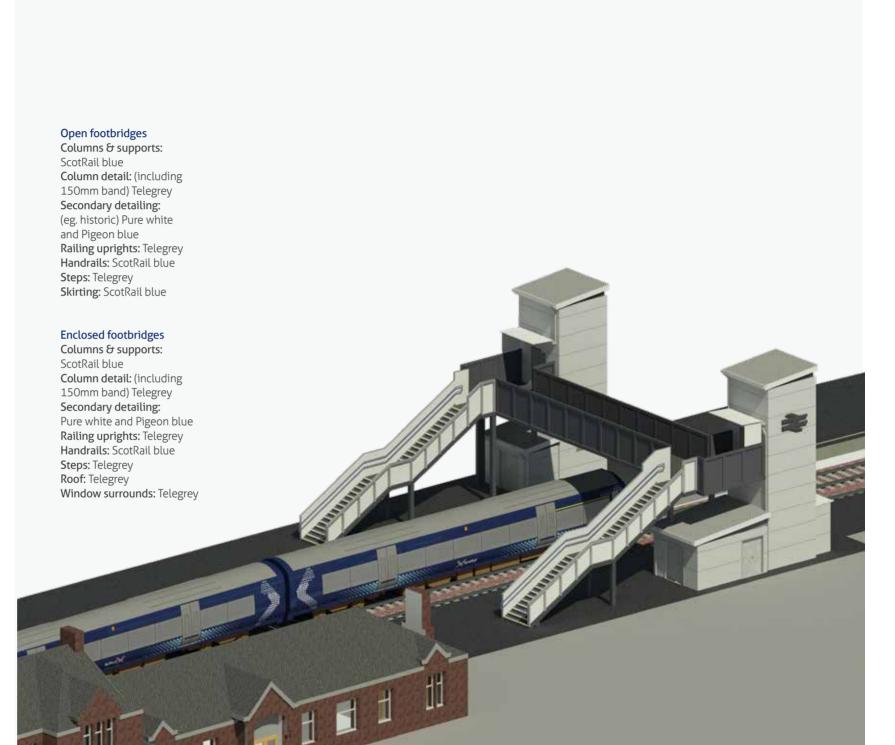
Sheffield Bicycle Hoop

Unpainted factory finish



Infrastructure | Principles | Footbridges Bun-structar | Prionnsapalan | Drochaidean-coise

Where possible, metal footbridges should be left unpainted – with the exception of a ScotRail blue 150mm 'visibility' band on columns which are on main pedestrian routes, and ScotRail blue handrails. Paint may also be applied as detailing (eg, column bases) to break up large areas of Telegrey or bare metal.

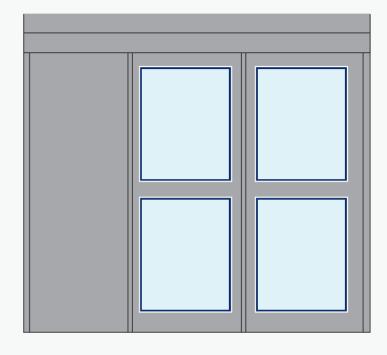


Infrastructure | Principles | Shelters Bun-structar | Prionnsapalan | Ionadan-fasgaidh

Although modern shelters are often purchased as complete units directly from the manufacturer, there are still opportunities to specify the ScotRail colours.

Shelters

Walls: Pigeon blue or Telegrey
Upper wall: Pigeon blue
Lower wall: Telegrey
Skirting: ScotRail blue
Window frames: Pure white
Vallance: Telegrey or Pure white
Bargeboards, fascia and soffits:
Pure white
Interior wall: Papyrus white
Integral seating: Pure white
Integral seating: ScotRail blue



An unpainted steel finish is a good approximation for Telegrey – it should not be repainted – while the rubber seals around the glazed units are available in a number of colours (we recommend dark blue).

The branding of existing shelters should follow the same general principles as other permanent station buildings.

Buildings | Examples | Traditional urban Togalaichean | Eisimpleirean | Bailteach traidiseanta



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Buildings | Examples | Traditional urban Togalaichean | Eisimpleirean | Bailteach traidiseanta



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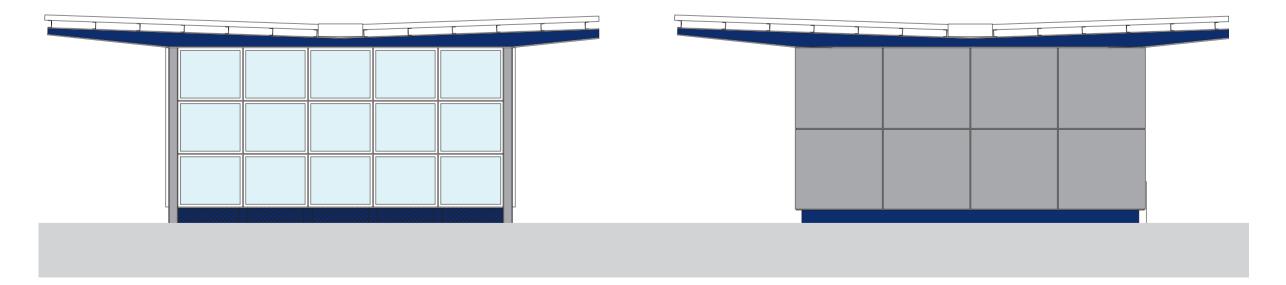
Buildings | Examples | Traditional urban Togalaichean | Eisimpleirean | Bailteach traidiseanta



Buildings | Examples | Small suburban Togalaichean | Eisimpleirean | Fo-bhailteach beag



Buildings | Examples | Small suburban Togalaichean | Eisimpleirean | Fo-bhailteach beag



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Buildings | Examples | Large suburban Togalaichean | Eisimpleirean | Fo-bhailteach mòr

